ORIGINAL MANNA

Project Proposal

WEBSITE DESIGN AND BUILD BY GOWLENE SELVAVIJAYAN

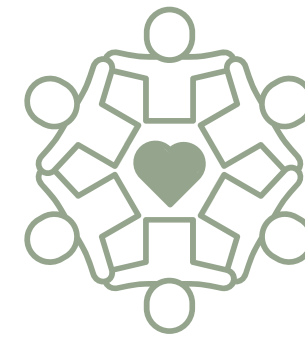# Presentation Agenda

01
Introduction

Hi, I'm Gowlene!

I'm an Ottawa-based digital communications specialist and multimedia storyteller.
I'm passionate about creating accessible and memorable equity-driven designs, strategies, websites and digital experiences.

About Me

Why you should choose us

Equity & Accessibility
We are committed to the ongoing learning, practicing and embedding of anti-racism, equity and accessibility in our work.

Co-Creation
We want to co-create with you. We want to go beyond collaboration and ensure you feel informed, understood, supported and empowered every step of the way.

Intention & Care
We deeply care about making your ideas come to life and making your passions shine through your projects. And we will always conduct our work with compassion, integrity, accountability and professionalism.

02
Overview

Project Overview

PROJECT GOALS

Creating cohesive website reflecting Original Manna's values and brand identity with a sleek, natural and gentle feel.

As Original Manna continues to grow, launching an e-commerce website will help the business move away from Etsy for sales, strengthen its brand presence, integrate social media and email subscription, have greater control over SEO and advertising, and expand its reach further.

BACKGROUND

Original Manna is a Black-owned, all-natural local Canadian beauty, skincare and wellness company.

Sourcing from 100% organic and vegan-friendly ingredients rooted in beauty practices from across the African continent, Original Manna cares deeply about creating *gentle, natural and simple* skincare, beauty and wellness products.

03
Timeline

Website Process and Phases

DESIGN PHASES AND TIMELINE

01

Preliminary Exploration and Research

Wireframes and Mockups

Phase 1 completed by March 19, 2024*

02

Design and Development

Prototyping and Quality Assurance
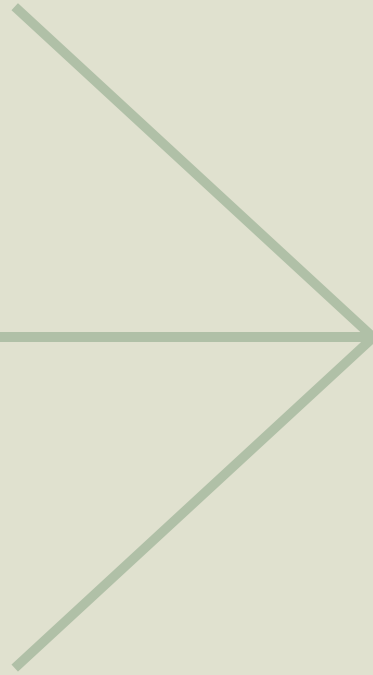
Phase 2 completed by April 12, 2024*

03

Quality Assurance and User Testing

Finalization and Website Launch!

Phase 3 completed by April 19, 2024**

*estimated timelines may change

**non-negotiable; launch date is set in stone

04
Scope

Statement of Scope
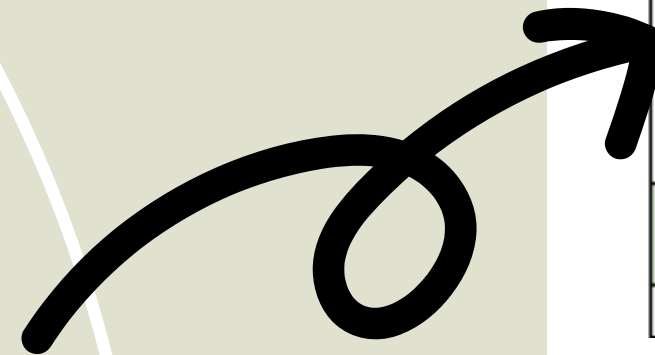
#	ITEM	IN SCOPE	OUT OF SCOPE
		PRELIMINARY RESEARCH, EXPLORATION & PLANNING	
1	Research competitors	- Research and explore opportunities to make client's brand image stand out by determining Unique Selling Proposition (USP) - Conduct Research Benchmark Analysis	- Will not perform thorough SWOT and competitive analysis for free
2	Font	- Research industry standard colors - Discuss font selections with client	- Will not create a custom font - Will not make client-driven changes to font after client approves mockups
3	Brand Styles / Colour	- Research industry standard colors - Create 2-5 color palettes for client and discuss. Client to decide by March 15 - Assemble brand style board to help client visualize aesthetic feel of website, font styles and colour scheme	- Will not keep changing colour schemes after March 15 - Will not create brand style guide document describing design system for website/brand, how to use brand fonts, colours, and iconography and how to stylize images for free
4	Logo	- Research industry standard logos - Discuss 3-5 proposed logo designs - Will use Illustrator to create logo and deliver finalized files (SVG, PNG, PDF)	- Will not change logo after March 15
5	Layout	- Research industry standard layouts - Create multi-page (6 pages max) layout - Lay out and adjust pages of website content using chosen free WordPress theme templates - Create wireframes and mockups, and upload onto Client Portal for client review	- Will not make a single-page layout - Will not make client-driven changes to layout after client approves mockups (by March 19) - Will not purchase WordPress theme
		WEB DOMAIN & HOSTING SERVICES	
6	Web Domain	- Research domain registrars and discuss with client (can be same as web hosting) - Set client up to purchase domain and available to answer any questions	- Will not pay for web domain - Will not manage or troubleshoot web domain (please directly discuss any concerns with service provider)

Statement of Scope

Visit this link or click on the photo for the full statement

Statement of Deliverables

Visit this link or click on the photo for the full statement

Statement of Deliverables

ITEM #	Designer Based Features
1	**Web Design Elements**
1.1	Branding Assets
1.1.1	Typography and Font
1.1.2	Color palette
1.1.3	Brand style board
1.2	Other Web Design Elements
1.2.1	Navigation and Site Map
1.2.2	Layout
1.2.3	Wireframes
1.2.4	Mockups
2	**Content Development**
2.1	Optimized images/videos
2.2	Edited web copy/content
2.3	Features
2.3.1	Calls to Action and Gift Economy
2.3.2	Carousel on homepage
2.3.3	Responsive, functional e-commerce features including shopping cart, reviews and testimonials, sorting and filtering
3	**Quality Assurance and Web Functionality**
3.1	HTML Validation

ITEM #	Client Based Features
1	**Web Design Elements**
1.1	Existing color palettes, typography, styles
1.1.1	Color palettes
1.1.2	Typography and Fonts
1.1.3	Iconography and Imagery
2	**Content Development** (deliverables to be uploaded to Google Drive folder)
2.1	Product information
2.1.1	Product photos
2.1.2	Ingredients
2.1.3	Directions/use
2.1.4	Benefits
2.1.5	Other product details
2.2	Company Story
2.3	Client bio/photo
2.4	Blog content
2.5	Other written copy or suggestions
3	**Web 2.0 and additional features**
3.1	Social media links (Instagram, YouTube, TikTok)

05
Communications

Communications Plan

01 **Weekly Meetings**

We will conduct weekly meetings over Google Meet **every Friday at 2 PM** unless discussed otherwise. We will review project status, deliverables and milestones. Meeting Minutes with action items will be sent via email.

02 **Google Drive**

Client will upload photos, videos, website copy, product details and any other information needed for the website to this Google Drive folder, as outlined in Meeting Minutes.

03 **Client Portal**

This is where you will find website wireframes, mockups, prototypes and any other deliverables throughout the course of the project.

04 **Email Correspondence**

All other updates and reminders will be sent over email. If you have any questions or concerns, please email me at gselvavijayan@myseneca.ca.

Protocol for Change

For other larger questions or concerns about the project or Seneca's Web Design and Development program, please email jaya.revoredo@senecapolytechnic.ca

If you need to cancel or postpone a scheduled meeting...

Please reach out via email with proposed new times based on your availability.

If you change your mind about a previous decision...

Please send me an email and we can decide whether to move forward with the change or if we need to discuss it further at the next meeting.

If you have any new suggestions or requests for the project...

Please email me and we can determine whether or not it is in the scope of the project and will not affect our timeline at the next meeting.

06
Pricing

Investment Breakdown

Clients must pay a **non-refundable 20% deposit** after agreeing to project terms and signing contract. Remaining payment can be made in increments or in full following approval of final prototype.
Ask us about our payment plans!

Item	Estimated Time	Estimated Cost ($25/hr)
Preliminary Research & Planning	49 hours	$1225
Website Design & Build (Coding)	88 hours	$2200
Copywriting & Content Creation	19.5 hours	$487.50
CMS Training	3 hours	$75
Total Hours	159.5 hours	
Net Cost		$3987.50
Risk (10%)		$398.75
Overhead (15%)		$598.13
HST (13%)		$518.38
Total		$5502.76
Deposit Owing (20%)		**$1100.55**

Please get in touch if you would like additional services. Available at a special discounted price to clients receiving our web development services.

Logo design...................................$150

Brand redesign.............................$500

Social media management.....................$450/month

Website maintenance.....................$300/month

Additional Services

Let's Co-Create

Gowlene Selvavijayan

Seneca Polytechnic Web Development & Design Student

Email: gselvavijayan@myseneca.ca

Client Portal: https://matrix.senecapolytechnic.ca/~gselvavijayan/client/

Thank you